



208.345.6933 • PO Box 844, Boise, ID 83702 • www.idahoconservation.org

Job Announcement: Communications Manager

Summary of Position:

The Idaho Conservation League (ICL) is seeking a communications manager. This individual will work with the ICL team to raise public awareness about ICL's work to influence public policy. The manager will work with fellow staff to develop and implement effective communications plans and strategies and create communications content, including earned and social media. The ideal candidate will have experience working in the media or public relations field and a demonstrated ability to quickly communicate complex topics in a clear and concise manner.

Job Title: Communications Manager

Supervisor: External Relations Director

Salary: Competitive salary depending on experience, starting at \$48,000

Benefits: Generous benefits package—health insurance, retirement and vacation

Classification: Full-time exempt

Location: Boise, ID

Start date: Fall 2021

Objectives/Goals:

- Develop and implement communications plans in support of the conservation campaigns that ICL is working on. Develop cohesive messaging guidance and communications strategies that increase awareness of ICL and our work.
- Manage and monitor news cycles related to the work ICL is doing. Work with program staff to raise the profile of ICL conservation issues in the media and increase public support for our goals.
- Respond to media inquiries on behalf of the organization. Connect journalists with the appropriate program staff to answer questions. Develop relationships with local and national media. Use these relationships to pitch stories for earned media opportunities.
- Help plan press conferences, speaking events, rallies and other opportunities as needed.

- Research, write and produce stories for ICL's blog, newsletter, other publications and social media. This will include written, audio, visual and video materials.
- Collaborate with ICL's marketing manager, engagement and development staff and others to increase visibility of ICL. Align messaging efforts across the organization and create compelling stories about the work ICL is doing. Assist in marketing, engagement and fundraising campaigns by identifying earned and social media opportunities and contributing content.
- Work with other staff to effectively utilize and manage social media.

Qualifications:

- Minimum 3+ years work experience in media, public relations, communications or a similar field.
- Strong writing and editing skills. ICL uses AP style, so demonstration of competence in that style is a plus.
- Ability to interview technical experts on complex issues and create clear, concise content for multiple audiences.
- Demonstrated ability to achieve intermediate outcomes that contribute towards implementation of long-term communications goals.
- Experience working in communications planning and media relations. Demonstration of an understanding of how to pitch stories to garner earned media for an organization.
- Interest and/or background in conservation.
- Strong verbal and interpersonal skills.
- Ability to work efficiently in a fast-paced environment, and to juggle multiple projects simultaneously.

Application Process:

Applicants should send a cover letter, resume, 3 references and 3 relevant writing samples to ICLjobs@idahoconservation.org. **Please include Communications Manager in the subject line.**

Applications will be accepted until October 15, or until the position is filled.

The Idaho Conservation League's programs and employment are open to all. ICL does not discriminate on the basis of age, gender, race, national origin, ethnicity, religion, sexual orientation or ability in any of its policies or programs. Learn more about ICL at www.idahoconservation.org.